EXHIBIT K TO FORD MOTION IN LIMINE

STAPLE SCREENER TO BACK OF QUESTIONNAIRE. DO THIS NOW.

QUESTIONNAIRE - W

DO NOT ERASE ON THE QUESTIONNAIRE.

TAKE RESPONDENT INTO INTERVIEWING ROOM.

SEAT RESPONDENT AND SEAT YOURSELF ACROSS FROM THE RESPONDENT.

In a moment, I am going to show you the survey exhibit; then I will ask you a couple of questions.

Please understand that we are only interested in your opinions; and if you don't have an opinion or don't know the answer to a question, that is an acceptable answer.

TAKE EXHIBIT CARD $\overline{f W}$ OUT OF FILE AND HAND TO RESPONDENT.

Please look at the products and name on this survey exhibit.

Please take as much time as you like, and let me know when you are ready to continue.

PAUSE UNTIL RESPONDENT INDICATES HE/SHE IS READY TO CONTINUE.

6.0	TO THE RESERVE OF A PARTY OF A PARTY.	Market State Control	AND DESCRIPTION OF THE PARTY OF	AND COMPLETE AND RESIDENCE	believe	puts c	out the	products	
		THE PROPERTY OF THE PARTY OF TH	ith thi E'VERBA	Section of the second		er de la companya de La companya de la co	74 (A)		
	wasy 🛧	4,001	KMOV						
		<u>(21/24-1-1</u>	KY:R/XX						# 14
		20 3 (54 F)	Applications		Albania (1945) Albania (1945)				1
			V8.57555 -1-4 - 28557555 -1-4						(2) 63
	9 9 9				ing the same				
				Vita sata	LE: 'DON'	T KNOW,	., .GO. 1.0)> Q7.(١,

er german var de	TE PONYT	KNOW, ' GO TO> Q7.0
		OTHERWISE; CONTINUE
Why do you say that?		
RECORD RESPONSE VERBATH	M.	
, and the respective of the state of the sta		
Sand Sand		
		CONTENUE

7.0	What other brand name or names, if any, do you believe are used by the company that puts out the products on this card with this name? RECORD RESPONSE VERBATIM.
	Claira
	if 'Don't Know's Go to 1-2 OB'o'
	OTHERWISE, CONTINUE.
7.1	ASK FOR EACH RESPONSE AT 07.0:
ende Se se Audio aus de Se	RECORD FIRST RESPONSE TO Q7.03 CONTROL
	Why do you say that <u>INSERT 1ST RESPONSE TO 07.0</u> is another brand mame used by the company that puts out these
- Inc. (5.5)	products with this name? RECORD RESPONSE VERBATIM.
	Because it is a name brand
17.5	
	TF MORE THAN ONE RESPONSE AT 07.0, CONTINUE;
	OTHERWISE, GO TO> OB O.
7.2	RECORD SECOND RESPONSE TO Q7.0:
	Why do you say that <u>INSERT 2ND RESPONSE TO 07.0</u> is another brand name used by the company that puts out these.
	products with this name? RECORD RESPONSE VERBATIM.
	IF MORE THAN TWO RESPONSES AT Q7.0, CONTINUE; OTHERWISE, GO TO> Q8.0.
7.3	RECORD THIRD RESPONSE TO Q7.0:
	Why do you say that INSERT 3RD RESPONSE TO 07.0 is
	another brand name used by the company that puts out these products with this name? RECORD RESPONSE VERBATIM.
	IF MORE THAN THREE RESPONSES AT Q7.0,
	USE BACK OF PAGE AND CONTINUE;

Rotation 4 Questionnaire - W, Page 3

1121

8.0 Now, I am going to ask you a question that has three choices: PAUSE. After I am done, if you want me to read the question again, just ask me. PAUSE.

Do you believe that the company that puts out the products on this card with this name...READ LIST...

one, does <u>not</u> have a business affillation or business connection with any other company or companies;

two, has a business affiliation or business connection with any other company or companies; or

three, don't know or have no opinion?

RECORD RESPONSE VERBATIM.

I think they do have a business affiliation

IF ... HAS A BUSINESS AFFILIATION/CONNECTION..., CONTINUE; OTHERWISE, GO TO ---> Q9.0.

8.1 With what other company or companies? RECORD RESPONSE VERBATIM.

Hernal Essence

IF 'DON'T KNOW' NAME(S), GO TO --> Q8.3; OTHERWISE, CONTINUE.

8.2 Why do you say that? RECORD RESPONSE VERBATIM.

Because of all of the products that

they make _____ GO TO +> 09.10.

8.3 Even though you don't know the name or names, what if anything, can, you tell me about the company or companies that you believe have a business affiliation or business connection with the company that puts out the products on this card with this name?

RECORD RESPONSE VERBATIM.

CONTINUE.

	Rota		
•	ROTA	T 41	OT

-	Page	w	-	ıre.	ททล	\neg	Hest

1191

9.0 Now, I am going to ask you another question that has three choices. PAUSE: Again, after I am done, if you want me to read the question again, just ask me. PAUSE.

Do you believe that the products on this card with this name ... RPAD LIST...

one, are <u>not</u> being put out with the authorization or approval of any other company or companies;

two, are being put out, with the authorization or approval of any other company or companies; or

three, don't know or have no opinion?

RECORD RESPONSE VERBATIM.

							21								7 () 3 () 3 ()	ja jar			3				in As also		1

IF P...FUT OUT WITH THE AUTHORIZATION/APPROVAL..., CONTENUE: OTHERWISE, GO TO $--\times$ Q10.0.

9.1. With what other company or companies? ... RECORD RESPONSE VERBATIM.

IF 'DON'T KNOW' NAME(S), GO TO --> 09:3: OTHERWISE, CONTENUE.

9.2 Why do you say that? RECORD RESPONSE VERBATIM:

GO TO --> 010.0.

9.3 Even though you don't know the name or names, what his anything, can you belt me about the company or companies that you believe gave their authorization or approval for the products on this card with this name? RECORD RESPONSE VERBATIM.

CONTINUE.

10.0 Would you please tell me what letter is on the back of the card?

RECORD LETTER.

LETTER: _____ CONTINUE.

PUT EXHIBIT CARD BACK IN FILE AND CONTINUE.

Questionnaire - W, Page 5

VERIFICATION:

	Finall	y, ma	y I	plea	se h	ave	your	nam	ne and	l te	lepl	none	num	iber?	,
This	inform	ation	is	so t	hat 1	my S	Super	visc	r car	ı ve	rify	y a	port	ion	of
my wo	rk. I	f you	are	con	tact	ed,	it w	ill	only	be	to	conf	irm	that	I
condu	cted t	his i	nter	view	and	for	no	othe	r rea	son					

Recacted Respondent Name: Telephone Number:

Is that a daytime or evening telephone number? RECORD RESPONSE WITH AN 'X.

> 1. daytime telephone number evening telephone number

THANK RESPONDENT FOR HIS/HER TIME AND PARTICIPATION.

Interviewer Certification:	
I hereby certify that the information cont Screener/Questionnaire is a true and accurate respondent's comments as they were given to me	record of this

Supervisor Validation:

I hereby certify that I personally met this respondent and confirmed his/her answers to questions 1.0 through 2.1.

Supervisor's signature

MAKE CERTAIN THAT THE SCREENER IS SECURELY FASTENED TO THE BACK OF THIS QUESTIONNAIRE. DO THIS NOW.

SCREENER - W

cond woul	Hell uctir d lik	o. My name is, and I am with We are ag a very brief survey today on hair care products and the to include your opinions.
1.0	RECO	RD GENDER:
		_1. male CHECK SCREENING QUOTA. CONTINUE
1.1	cate	hat we can get a mix of individuals in various age gories, would you please tell me if you are LIST. RECORD RESPONSE WITH AN 'X."
		_1. under 18 TERMINATE.
		_2. 18 to 34
		3. 35 to 54 CHECK SCREENING QUOTA. CONTINUE.
	\overline{X}	4. 55 or over
		_5. refused DO NOT READ. TERMINATE.
2.0	foll	in the past six months, have you purchased any of the owing hair care products? LIST. RECORD RESPONSES WITH AN 'X.'
		Don't <u>Yes No Recall</u>
	-	shampoo?
	-	conditioner?123.
	-	hair spray, styling gel,123.
	~	straightener?1. X 23.
	-	dyes, rinses, highlighter or hair mascara?123.
	-	hair glitter?11
	-	hair removing creams?123.
		CONTINUE.

2.1	Within the next six months, are you likely to pur of the following hair care products? READ LIST. RECORD RESPONSES WITH AN 'X.'	chase any
	<u>Yes</u> No	Don't Know
	- shampoo?	3.
	- conditioner?12.	3.
	- hair spray, styling gel,12.	3.
	- straightener?1. \times_2 .	3.
	- dyes, rinses, highlighter 2.	3.
	- hair glitter?12.	3.
	- hair removing creams?12.	3.
	IF 'YES,' TO ANY, OTHERWISE,	
3.0	Do you, or does anyone else in your home, work for READ LIST. RECORD RESPONSES WITH AN 'X.'	
	Yes	No_
	- an advertising agency or marketing research firm?1.	<u> </u>
	- a retail store or company that makes, sells, or distributes any hair care products?l. IF 'YES' TO EITHER, IF 'NO' TO BOTH,	
4.0	Other than a political poll, during the past three have you participated in any marketing research su including online surveys? RECORD RESPONSE WITH AN 'X.'	months, rveys,
	1. yes TERMINATE.	
	2. no/don't recall CONTINUE.	
4.1	During the past month, have you heard anything abo subject of any of the interviews we are conducting the mall? RECORD RESPONSE WITH AN 'X.'	ut the here at
	1. yes TERMINATE.	
	2. no CONTINUE.	
5.0	Do you usually wear contact lenses or eyeglasses ware reading? RECORD RESPONSE WITH AN 'X.'	hen you
	1. yes CONTINUE.	
	2. no GO TO> INVITATION TO INTERVIEW.	

RECORD RESPONSE WITH AN 'X.'
1. yes CONTINUE.
2. no TERMINATE.
5.2 Will you please wear them during the rest of the interview? RECORD RESPONSE WITH AN 'X.'
1. yes, agreed CONTINUE.
2. no, refused TERMINATE.
INVITATION TO INTERVIEW:
We would like to show you a survey exhibit and ask the remainder of our questions in our interviewing facility here at the mall. This will take only a few minutes of your time. Would you come with me, please? RECORD RESPONSE WITH AN 'X.'
2. no, refused TERMINATE.

.0	What other brand name or names, if any, do you believe are used by the company that puts out the products on this card with this name? RECORD RESPONSE VERBATIM.
	Bed Head
	IF 'DON'T KNOW,' GO TO> Q8.0 OTHERWISE, CONTINUE
.1	ASK FOR EACH RESPONSE AT Q7.0:
	RECORD PIRST RESPONSE TO 07.0: 124 + 2
	Why do you say that <u>INSERT 1ST RESPONSE TO 07.0</u> is another brand name used by the company that puts out these products with this name? RECORD RESPONSE WEREATIM.
	Just bornes they always stroke
	Drople with messy for in severy
	TE MORE THAN ONE RESPONSE AT Q7.0, CONTINUE OTHERWISE, GO TO> Q8.0
2	RECORD SECOND RESPONSE TO 07:0:
	Why do you say that <u>INSERT 2ND RESPONSE TO 07.0</u> is another brand name used by the company that puts out these products with this name? RECORD RESPONSE VERBATIM.
	TE MORE THAN TWO RESPONSES AT 07.0; CONTINUE, OTHERWISE, GO TO> Q8.0
3	RECORD THIRD RESPONSE TO Q7.0:
	Why do you say that <u>INSERT 3RD RESPONSE TO 07.0</u> is another brand name used by the company that puts out these
	products with this pame? RECORD RESPONSE VERBATIM.
	IF MORE THAN THREE RESPONSES AT Q7.0,
	USE BACK OF PAGE AND CONTINUE; OTHERWISE, GO TO> OB.O.

Rotation 3 Questionnaime - W: Eage 3

1174

8.0 Now, I am going to ask you a guestion that has three choices. PAUSE: After I am done, if you want me to read the question again, just ask me. PAUSE:

Do you believe that the company that puts out the products on this card with this name...READ LIST...

one, <u>has</u> a business affiliation or business connection with any other company or companies:

two, does <u>not</u> have a business affiliation or business connection with any other company or companies; or

three, don't know or have no opinion?

RECORD RESPONSE VERBATIM.

I Non+ Frout

FF ...HAS A BUSINESS AFFIGIATION/CONNECTION..., CONTINUE;
OTHERWISE, GO TO --> Q9.0.

8.1 With what other company or companies? RECORD RESPONSE VERBATIM.

> IF 'DON'I KNOW' NAME (S), GO'TO --> Q8:3: GTHERWISE, CONTINUE.

8.2 Why do you say that? RECORD RESPONSE VERBATIM.

GO TO --> Q9.0.

8.3 Even though you don't know the name or names, what if anything, can you tell me about the company or companies that you believe have a pusiness affillation or business connection with the company that puts out the products on this card with this name?

RECORD RESPONSE VERBATIM.

CONTINUE.

Rotation 3 Questionnaire - W, Page 4

1121

9.0 Now, I am going to ask you another guestion that has three choices. PAUSE. Again, after I am done, if you want me to read the guestion again, just ask me. PAUSE.

Do you believe that the products on this card with this name \dots READ LIST...

one, <u>are</u> being put out with the authorization or approval of any other company or companies;

two, are not being put out with the authorization or approval of any other company or companies; or

three, don't know or have no opinion?

RECORD RESPONSE VERBATIM.

with the approves

IF '...PUT OUT WITH THE AUTHORIZATION/APPROVAL...,' CONTINUE;
OTHERWISE, GO TO --> Q10.0.

9.1 With what other company or companies? RECORD RESPONSE VERBATIM.

Maybe an aboremble company
or victoria Sear-1

IF 'DON'T KNOW' NAME(S), GO TO --> Q9.3; OTHERWISE, CONTINUE.

9.2 Why do you say that? RECORD RESPONSE VERBATIM.

113 park tad W tad

GO TO --> Q10.0.

9.3 Even though you don't know the name or names, what, if anything, can you tell me about the company or companies that you believe gave their authorization or approval for the products on this card with this name? RECORD RESPONSE VERBALLY.

CONTINUE.

LETTER: _____ CONTINUE

PUT EXHIBIT CARD BACK IN FILE AND CONTINUE.

Rotation 3 Questionnaire - W, Page 5

1124

VERIFICATION:

			please								
This in	formati	on is	so that	my	Super	visor	can	verif	y a p	ortion	ı of
my work.	. If y	ou are	contac	ted,	it w	ill or	nly k	e to			
conducte	ed this	inter	view an	d fo	r no	other	reas	son.			

Recacted Respondent Name: Telephone Number:

ASK: Is that a daytime or evening telephone number? RECORD RESPONSE WITH AN 'X.

> \underline{X} 1. daytime telephone number evening telephone number

THANK RESPONDENT FOR HIS/HER TIME AND PARTICIPATION.

Interviewer Certification:

I hereby certify that the information contained on this Screener/Questionnaire is a true and accurate record of this respondent's comments as they were given to me.

Sando Thullad Interviewer's signature

Supervisor Validation:

I hereby certify that I personally met this respondent and confirmed his/her answers to questions 1.0 through 2.1.

Supervisor's signature

MAKE CERTAIN THAT THE SCREENER IS SECURELY FASTENED TO THE BACK OF THIS QUESTIONNAIRE. DO THIS NOW.

SCREE	VER	_	W

	luctin	o. My name is, and I am with We are g a very brief survey today on hair care products and the to include your opinions.					
1.0	RECO	RD GENDER:					
		_1. male CHECK SCREENING QUOTA. CONTINUE2. female					
1.1	cate	hat we can get a mix of individuals in various age gories, would you please tell me if you are LIST. RECORD RESPONSE WITH AN 'X.'					
		_1. under 18 TERMINATE.					
		_2. 18 to 34					
		_3. 35 to 54 CHECK SCREENING QUOTA. CONTINUE					
		_4. 55 or over					
		_5. refused DO NOT READ. TERMINATE.					
2.0	foll	Within the past six months, have you purchased any of the following hair care products? READ LIST. RECORD RESPONSES WITH AN 'X.'					
		Don't <u>Yes No Recall</u>					
	-	shampoo? χ 123.					
	-	conditioner? $\underline{\chi}$ 1. $\underline{\qquad}$ 2. $\underline{\qquad}$ 3.					
	_	hair spray, styling gel, mousse, or pomade? $\underline{\dot{\chi}}$ 123.					
	-	straightener?1. x_2 3.					
	-	dyes, rinses, highlighter or hair mascara?123.					
	-	hair glitter?1. <u>X</u> 23.					
	-	hair removing creams? $\underline{}$ 1. $\underline{}$ 2. $\underline{}$ 3.					
		CONTINUE.					

2.1	within the next six months, are you of the following hair care products? READ LIST. RECORD RESPONSES WITH AN		rchase any
			Don't Know
	- shampoo? <u>X</u> 1.	2.	3.
	- conditioner? $\frac{\lambda}{1}$ 1.	2.	3.
	- hair spray, styling gel, mousse, or pomade? X 1.	2.	3.
	- straightener?1.	<u>×</u> 2.	3.
	<pre>- dyes, rinses, highlighter or hair mascara?1.</pre>	<u>×</u> 2.	3.
	- hair glitter?1.	<u> </u>	3.
	- hair removing creams?1.	<u>X</u> 2.	3.
		YES, TO ANY OTHERWISE,	C, CONTINUE TERMINATE
3.0	Do you, or does anyone else in your h	ome, work fo	r
		<u>Yes</u>	<u>No</u>
	<pre>- an advertising agency or marketing research firm?</pre>	1.	<u>×</u> 2.
		1. ' TO EITHER, 'NO' TO BOTH	
4.0	Other than a political poll, during that have you participated in any marketing including online surveys? RECORD RESPONSE WITH AN 'X.'	he past thre g research s	e months, urveys,
	1. yes TERMINATE.		
		•	
4.1	During the past month, have you heard subject of any of the interviews we as the mall? RECORD RESPONSE WITH AN 'X.'	anything abore conducting	out the g here at
	1. yes TERMINATE.		
	2. no CONTINUE.		
5.0	Do you usually wear contact lenses or are reading? RECORD RESPONSE WITH AN 'X.'	eyeglasses v	vhen you
	1. yes CONTINUE.		
	2. no GO TO> INVITATION TO I	NTERVIEW.	

	1124
5.1 Do you have them with you at this time? RECORD RESPONSE WITH AN 'X.'	A 2 L. E
1. yes CONTINUE.	
2. no TERMINATE.	
5.2 Will you please wear them during the rest of the interview? RECORD RESPONSE WITH AN 'X.'	
1. yes, agreed CONTINUE.	
2. no, refused TERMINATE.	
INVITATION TO INTERVIEW:	
We would like to show you a survey exhibit and ask the remainder of our questions in our interviewing facility here at the mall. This will take only a few minutes of your time. Would you come with me, please? RECORD RESPONSE WITH AN 'X.'	l
1. yes, agreed CONTINUE.	
2 no refused TERMINATE	